

Media Advisory (sample)

For More Information:

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COMMUNITY WALK CELEBRATES NATIONAL PUBLIC HEALTH WEEK

WHAT: Snohomish Health District kicks off Snohomish County's celebration of National Public Health Week on April 4th with a community walk commencing at 4 p.m. at the Health District's office, 555 Main Street. Open to all members of the community, the walk will celebrate the health of Snohomish County residents, focusing on ways that every member of our community can work to live stronger and longer. Sponsoring this walk is just one of the ways that the Snohomish Health District is working to make our community safer and healthier every day. Representatives from all offices of the Health District as well as community leaders will give brief remarks before joining in the walk.

WHO: All members of the community

WHERE: Snohomish Health District, 555 Main Street, Snohomish, WA

WHEN: April 4, 2005 4 p.m.

WHY: The health and safety of every resident of Snohomish County is of the utmost importance to the Health District, and we would like to take this opportunity to celebrate the health of the community with a community walk.

PHOTO/VIDEO

OPPORTUNITY: If you would like to photograph the walk, Snohomish Health District will welcome news photographers and videographers at 4 p.m. on April 4, 2005 at the Snohomish Health District, 555 Main Street, Snohomish, WA and to follow the walk through town.

Public Health, always working for a safer and healthier Snohomish County.

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For More Information:

[Contact Name, Title]

[Contact Phone Number]

[Contact Email]

(Headline)

WHAT: [name of event] kicks off [city, county, state] celebration of [name of national event]. [Description of the event].

WHO: [key presenters, sponsors, and spokespersons and their affiliation]

WHERE: [location, and address]

WHEN: [date and time]

WHY: [statistic that shows the need. See key messages]

PHOTO/VIDEO

OPPORTUNITY: If you would like to photograph [name event], [name of event sponsor] will welcome news photographers and videographers from [time] on [date of event] at [location of event]. OR [describe other photo opportunities at your event and list times and location]

Public Health, always working for a safer and healthier Washington.